

MAR 31 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up after we go to press.

WEEK BEGINNING MONDAY, MARCH 31, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Monday Mar. 31 10 A.M.- 10 P.M.	OFFICIAL OPENING, AMER. LEATHERS FOR AUTUMN; FALL SHOE STYLE CONFERENCE	TANNERS' COUNCIL OF AMERICA AND NATIONAL SHOE RETAILERS' ASSOC.	WALDORF ASTORIA SEE BULLETIN BOARD
Tuesday Apr. 1 10 A.M.- 6:00 P.M.	Tanners' Council of America will exhibit new leathers for fall and winter 1941; while National Shoe Retailers' Association conducts Fall fashion conference. Monday's high-spot: talk by Mrs. Edna Woolman Chase, Editor-in-chief of Vogue, "Footprints For Autumn". Shoe trend-fashion show, "Fashion and Footwear", directed by Miss Mary Martin. Admission by invitation Monday, Mar. 31. General admission, Tuesday afternoon. Director: Tanners' Council: Mr. J. L. Nelson, BE. 3-0494; N.S.R.A.-L. E. Langston, AS. 4-9515.		
✓ Monday Mar. 31 at inter- vals all day	PARACHUTES OF "HEAVEN SENT" PERFUME	BONWIT TELLER	5TH AVE. AT 56TH ST.
	Several hundred pink and blue balloons suspending tiny parachute-baskets of Helena Rubinstein's new "Heaven Sent" fragrance, will drop from heaven over 5th Avenue and 56th Street--by way of introducing "Heaven Sent", Helena Rubinstein's complete new beauty sequence.		
✓ Monday Mar. 31 3:00 P.M.	PRESS PREVIEW-- SPRING FUR FASHIONS	GUNTHER FURS	666 FIFTH AVENUE
	Postponed from March 26. Publicity: Miss Eileen Cumming, VO. 5-3440.		
✓ Monday Mar. 31 7:45 P.M.	LECTURE ON FASHION	SARA PENNOYER BONWIT TELLER	TORE-COBURN SCHOOL FOR FASHION CAREERS
	Topic: How Bonwit Teller Dramatizes Fashion. Open to regularly enrolled students and members of the Fashion Press. Information: CI. 6-1935.		
✓ Tuesday Apr. 1 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	MILGRIM	AMBASSADOR HOTEL, TRIANON ROOM
	Spring dresses, suits, furs and evening fashions from Custom-Made and Ready-To-Wear Salons. Publicity: Martin Kahn, CI. 7-7200.		
✓ Tuesday Apr. 1 1:15 P.M. Luncheon	"DESIGNERS SHOP" LUNCHEON REVIEW	LORD & TAYLOR	RITZ CARLTON OVAL ROOM
	Press and public. Publicity: Bernice Maguire, WI. 7-3300.		
✓ Tuesday Apr. 1 2:30 P.M.	SPRING FASHIONS FOR FASHIONABLE SUBURBIA	JOHN WANAMAKER	B'WAY AT 9TH ST. 3RD FL. FASHION STORE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Tuesday Apr. 1 3:00 P.M.	SPRING FUR SHOWING	JAY THORPE FUR SALON	24 WEST 57TH ST. 3RD FLOOR
	Press preview. Complete collection of spring furs. Cocktails. Publicity: Constance Hope, PL. 3-3390.		
✓ Tuesday Apr. 1 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	LOUISE BARNES GALLAGHER	STATION WQXR
	A new "Fashion in Art" series conducted by Alice Pentlarge, Metropolitan Museum Staff, drawing upon resources of entire Metropolitan Museum of Art. First guest speaker: Louise Barnes Gallagher. Topic: "White Collar Girl, Then and Now". Miss Gallagher will introduce a young designer, Boje Hoffmann, whom she is training. Publicity: Dorothea Beckman, CI. 5-5566.		
✓ Wednesday Apr. 2 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON	COSMETIC SECTION	TOWN HALL CLUB 123 WEST 43RD ST.
	Subject: "The Development of Perfume Material in America." Speaker: S.L. Mayham, Director, Bureau of Standards, Toilet Goods Assoc. <u>For members and guests only.</u> Reservations, CI. 7-1734.		
* Wednesday Apr. 2 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW: WAR RELIEF BENEFIT	WAR RELIEF ASSOCIATION OF AMERICAN YOUTH	HOTEL PIERRE NEPTUNE ROOM
	A youthful subsidiary of the War Relief Association stages its first big public fashion show. Exhibitors: Fromm Pedigreed Silver Fox fashions; Helen Leibert Hats. Mannequins: society debs and sub-debs. Tickets, \$2.50. Publicity: Abbott Kimball, PL. 3-9602.		
✓ Wednesday Apr. 2 1:00 P.M. Luncheon	LUNCHEON AND EASTER BONNET DISPLAY	COMMITTEE TO AID AMER- ICAN MEN UNDER ARMS	ARMANDO'S BANDBOX ROOM 54 EAST 55TH STREET
	Society debs will model Easter bonnets by Therèse-Estelle at benefit luncheon to aid American Men Under Arms. Luncheon, \$1.50. Publicity: Polly Busch, PL. 3-0760.		
✓ Wednesday Apr. 2 3:00 P.M.	"YOUNG VIEWPOINT" FASHION SHOW	ABRAHAM & STRAUS 3RD FLOOR	420 FULTON STREET BROOKLYN
	The Women's Moderate Price Dress Shop will show spring fashions for women of youthful viewpoint about the way they dress. Press and public. Publicity: Miss Schneider, TR. 5-7200.		
✓ Wednesday Apr. 2 4:00 P.M. Teatime	FRANKLIN SIMON BENEFIT FASHION SHOW	HOLLAND HOUSE CORP. OF THE NETHERLANDS	10 ROCKEFELLER PLAZA
	Holland will stage a British War Relief tea, featuring a Franklin Simon spring fashion show. Open to club membership and the Fashion Press. Publicity: Miss Hillebrand, WI. 7-9600.		
✓ Thursday Apr. 3	CAPTAIN MOLYNEAUX ARRIVES IN NEW YORK		
	Captain Edward Molyneux will arrive by Clipper on April 3 to spend one month in this country. He expects to lecture and broadcast on fashion. He will stop at the Ritz Carlton Hotel. Contact: Dorothy Couteaur, EL. 5-0050.		



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✓ Thursday Apr. 3 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW  Introducing Macy's "Family-Album Mother and Daughter Fashions" for spring. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY	PERSIAN ROOM, HOTEL PLAZA
✓ Thursday Apr. 3 3:00 P.M.	SLIMMING FASHION SHOW  A new and heartening collaboration for the not-so-very-thin. Lewis & Conger will demonstrate slimming contrivances while Franklin Simon demonstrates the clothes that finish the 1941 figure in style. Publicity: Miss Hillebrand, WI. 7-9600.	LEWIS & CONGER AND FRANKLIN SIMON	LEWIS & CONGER 6TH AVE. AT 45TH ST.
✓ Thursday Apr. 3 4:00 & 6:00 P.M.	"DOWNSTAIRS STORE" FASHION SHOW  Easter Parade fashions previewed for Fashion Press and public. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH ST.
✓ Thursday Apr. 3 Evening	FOGA MEMBERSHIP MEETING  First Membership Meeting since Court decision, to discuss Guild's future style protection efforts. Time and place of meeting not yet established. Contact: Albert M. Post, Executive Director, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	
✓ Friday Apr. 4 11:00 A.M.	MID-SEASON HAT COLLECTION  Press preview. Publicity: Ruth Hawthorne Fay, LO. 3-2119.	BRAAGAARD HATS	17 WEST 57TH ST.
✓ Friday Apr. 4 12:30 Luncheon	LUNCHEON TO "MEET MRS. JOHN DOE"  5 winners of Du Barry Home Success Course arrive from Iowa, Nebraska, Illinois and Arkansas, to meet New York Beauty Editors and Fashion Press. Ann Delafield will preside. Publicity: Jane Ellis, VO. 5-6000.	RICHARD HUDNUT	WALDORF ASTORIA EMPIRE ROOM
✓ Friday Apr. 4 3:00 P.M.	LECTURE ON FASHION  Topic: "Fashion Promotions". Open to regularly enrolled students and members of the Fashion Press. Contact: PL. 8-1662.	MISS HELEN CORNELIUS, STYLIST	N.Y. SCHOOL FINE & APPLIED ARTS
✓ Saturday Apr. 5	GALA OPENING, BONWIT TELLER'S, WHITE PLAINS  For further information call Press Office, EL. 5-6800, Ext. 177.	BONWIT TELLER	42 S. BROADWAY WHITE PLAINS
✓ Saturday Apr. 5 3:30 P.M.	"YOUNGER CROWD" FASHION REVIEW	LORD & TAYLOR	5TH AVE. AT 38TH ST. 6TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Apr. 7 Through Wed. Apr. 9 11 A.M. & 2:30 P.M.	CAPTAIN MACK'S "SMALL FRY" CIRCUS  Three-day Pre-Easter attraction for "small fry"--Captain Mack's miniature circus--a real thriller, complete with live animals. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH ST. 5TH FLOOR
Tuesday Apr. 8 1:15 P.M.	LUNCHEON FASHION SHOW, NICOLE DE PARIS HATS	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46TH
Tuesday Apr. 8 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES  Topic: "The Sash in Art" - 2nd in spring series, "Fashion in Art", conducted by Alice Pentlauge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.	METROPOLITAN MUSEUM & HOPE SKILLMAN, AMERITEX	STATION WQXR
Tuesday Apr. 8 8:30 P.M.	"DESIGNERS' NIGHT" AT B'KLYN MUSEUM  By invitation only. Contact: NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY AT FLATBUSH AVENUE
Thursday Apr. 10 6:00 P.M.	BRIDAL TROUSSEAUX FASHION SHOWING	OPPENHEIM-COLLINS	35 WEST 34TH STREET 2ND FLOOR
Saturday Apr. 12- May 10	SPRING RACE MEET <i>will send its form</i> <i>Macy's and Harb's will be one, and then I will follow to Paris</i> <i>looking for some money - doesn't want to go to the Code.</i>	METROPOLITAN JOCKEY CLUB	JAMAICA, L.I.
Saturday Night Apr. 12	AMERICAN BALL  Object of Ball--aid for American draftees--funds for tobacco, knitwear, games, etcetera. In charge - young socialite, Harriet Williams and Co-chairman, Al Kavanagh. Committee headquarters: WI. 2-4100. The Committee will welcome suggestions for fashion tie-ups, etcetera.	YOUNGER SOCIAL SET	PARK LANE HOTEL GRAND BALLROOM
Saturday Apr. 12	GALA REOPENING OF SERT ROOM  Informal. Xavier Cugat will play for dinner and supper dancing. "Bundles for Britain" benefit. Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVENUE AT 50TH
Apr. 13 Easter Sunday Parade "On The Air" at 12:15- 12:30	"COACH AND FOUR" PARTY  Guests in WOR's Easter "Coach and Four" will include current glamour-debs Josephine Johnson and Martha Douglas, ensembled for the Easter Parade by Harper's Bazaar and Vogue, respectively. Other guests will probably include: Gertrude Lawrence, Peggy Wood, Philip Merivale, Arthur Treacher, Dave Driscoll, Capt. Frank Huyler and Mrs. Richard H. Ballard. Following the broadcast, the party will lunch at the Ambassador Hotel. Publicity: Edith Meserand, PE. 6-8600.	RADIO STATION WOR	TOUR OF 5TH & PARK AVES.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<div>X</div> <div>Apr. 13</div> <div>Easter</div> <div>Sunday</div> <div>Luncheon</div>	EASTER BONNET AND TOP HAT LUNCHEON	SHERRY NETHERLAND HOTEL	5TH AVE. AT 59TH ST.
Easter Sunday luncheon for benefit of Stage Relief Fund. Easter paraders lunching at Sherry Netherland will be judged by jury of men who will award prizes <del>for</del> best women's hats. Jury of women will pass judgment on men's attire. Publicity: Paul Frank & Associates, VA. 6-1520.			
<div>X</div> <div>Tuesday</div> <div>Apr. 15</div> <div>1:15 P.M.</div> <div>Luncheon</div>	JONAI LUNCHEON FASHION SHOW	RITZ CARLTON OVAL ROOM	MADISON AVE. AT 46TH
<div>X</div> <div>Tuesday</div> <div>Apr. 15</div> <div>3:30 P.M.</div>	CARD PARTY AND FASHION SHOW	FAITH HOME FOR INCURABLES	WALDORF ASTORIA GRAND BALLROOM
Hattie Carnegie, Saks 5th Avenue, Bonwit Teller and De Pinna will collaborate in a special showing of spring fashions. General admission, \$1.25. Proceeds to benefit Faith Home for Incurables. Publicity: Miss Mae F. Meurer, BU. 8-3683.			
<div>X</div> <div>Tuesday</div> <div>Apr. 15</div> <div>5:15 P.M.</div>	RADIO TALK- "FASHION IN ART" SERIES	<del>METROPOLITAN MUSEUM</del> ALICE HUGHES, N. Y. POST	STATION WQXR
Topic: " <del>Costume Accessories</del> " - 3rd in spring series, "Fashion in Art", conducted by Alice Pentlarge of Metropolitan Museum Staff. Tying in with opening of new Metropolitan Museum Exhibit of 19th Century Accessories. ( <del>Date to be confirmed.</del> ) <i>opening 2nd floor the preceding day Apr 14</i>			
<div>X</div> <div>Wednesday</div> <div>Apr. 16</div> <div>1:00 P.M.</div>	"SPRING FEVER" FASHION SHOW	MRS. ERNEST ISELIN'S GENEROSITY THRIFT SHOP	WALDORF ASTORIA GRAND BALLROOM
Presentation of latest American fashions designed by Bergdorf Goodman, Hattie Carnegie, Saks 5th Avenue, Bonwit Teller, Henri Bendel, Jay Thorpe, House of Tappé, Lilly Daché, Jaeckel's, Milgrim, Chez Ninon, Madame et La Jeune Fille, Kathleen, Inc. and Mrs. William B. Scaife. Staging: Thom Lee; Display Director, Bonwit Teller; Commentator, Jerry Norris, Lilly Daché. Admission: sliding scale from \$1 to \$5. Proceeds to Generosity Thrift Shop, for 8 charities. Contact: Miss Patricia Murray, RH. 4-5350.			
<div>X</div> <div>Wednesday</div> <div>Apr. 16</div> <div>4:00</div>	PRESS PREVIEW BRIGANCE COLLECTION	LORD & TAYLOR BIRD CAGE.	5TH AVE. AT 38TH ST.
Time in later issue. Publicity: Bernice Maguire, WI. 7-3300.			
<div>X</div> <div>Wednesday</div> <div>Apr. 16</div> <div>Cocktail</div> <div>Hour</div>	LATE SPRING & SUMMER MILLINERY FASHION SHOW	MILL'NY CREATORS' GUILD	ST. REGIS ROOF 5TH AVE. AT 55TH ST.
The 9 members of the Millinery Creators' Guild: Delle Donne, Inc.; Harryson Hats; Dave Herstein Co.; G. Howard Hodge; Hyland Hats, Inc.; Miriam Lewis; Edgar J. Lorie, Inc.; Germaine Montabert, Inc.; and Vogue Hats Garfunkel Makers, will stage a joint showing of late spring and summer hat fashions. Admission by invitation only to selected list of retailers and members of the Fashion Press. Contact: G. Howard Hodge, PL. 3-7030.			



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Wednesday Evening Apr. 16	CINDERELLA BALL Fashion Show Exhibitors: Howard Greer of Lord & Taylor; Helen Cookman; Lenthéric; Jean Schlumberger of Chez Ninon; Jane Derby; Mabel Downs of Henri Bendel; Ketto Mikeladsi; Mary Lewis; Dorothy Couteaur; Zoe de Salle; Jenkins Gowns; House of Tappé and Karinska. Society mannequins. Publicity: Frances P. Cookman, BR. 9-6300.	NAT'L ASSOCIATION OF DAY NURSERIES	WALDORF ASTORIA MAIN BALLROOM
Thursday Apr. 17 12:30 P.M. Luncheon	STEIN & BLAINE LUNCHEON FASHION SHOW Publicity: Kay Merrill, PL. 3-6180.	PERSIAN ROOM HOTEL PLAZA	5TH AVE. AT 59TH ST.
Thursday Apr. 17	PUBLICATION DATE OF SPECIAL COTTON ISSUE	WOMEN'S WEAR DAILY	8 EAST 13TH STREET
Thursday Apr. 17 Time of Preview Not yet set <i>9:00 P.M.</i>	ERIK, THE MILLINER, OPENS NEW SHOP Erik, former Paris hat creator, will open a New York Salon doing a retail and wholesale hat business. Princess Margaret of Denmark will be associated with him. Hats will retail from \$15 to \$100. Publicity: Elizabeth Maher, EL. 5-4248. <i>Eric de Bourbon &amp; Denmark</i>	ERIK OF PARIS <i>press preview on Thurs night at 9:00</i>	15 EAST 53RD STREET
Thursday Apr. 17 From 10 P.M.	BALLET BALL Third annual Ballet Ball--by invitation only. Contact: Miss Helen McGuinness, MU. 2-1410.	BALLET GUILD	ST. REGIS ROOF 5TH AVE. AT 55TH ST.
Friday Apr. 18 2:30 P.M.	INTRODUCING FASHIONS IN PALM BEACH CLOTH Wanamaker's will open a new shop devoted to misses' Sacony fashions in Palm Beach Cloth - erstwhile he-man favorite. Suits, dresses, slacks, etc. will be presented in a fashion revue for press and public. Publicity: Miss Love, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. 4TH FL. FASHION STORE
Friday Apr. 18 From 10:00 P.M.	WALTZ BALL Society sponsors. For benefit of Nat'l Orchestral Association. Admission, \$7.50 per person. Publicity: Ritz, PL. 3-4600.	NAT'L ORCHESTRAL ASSOCIATION	RITZ CARLTON BALLROOM
Friday Apr. 18 10:00 P.M.	ILLUSTRATORS BALL Details in later issue. Publicity: <del>Ted Saucier, EL. 5-3000.</del> <i>Miss Heller - RE 4-7710</i>	SOCIETY OF ILLUSTRATORS	WALDORF ASTORIA STARLIGHT ROOF
Monday Apr. 21-26	NATIONAL NOTION WEEK Special displays and promotions will be staged in Notion Depts. of Dept. and Chain Stores throughout the country. Publicity: Stell Ayleshire, MU. 6-7077.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday X Apr. 21 Supper- Dance (Advanced From 4/26)	"ZIEGFELD GIRLS" BALL AND FASHION SHOW  Presenting "Follies Girls" and fashions of the Ziegfeld era. Staged by Ned Wayburn. Part of proceeds to British War Relief. Publicity: Ned Wayburn, BR. 9-1133.	ZIEGFELD CLUB, INC.	WALDORF ASTORIA GRAND BALLROOM
X Tuesday Apr. 22 1:15 P.M. Luncheon	CHEZ ROSETTE LUNCHEON FASHION SHOW  Mrs. Pleasants Pennington's review of early summer fashions. Publicity: PL. 8-2460.	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46TH
X Tuesday Apr. 22	COOPER UNION ART EXHIBIT  Theme: "New York as the Finishing School of the Art World". Open daily, 9 to 5 until June 17th. Curator: Mary S. M. Gibson, AL. 4-6300.	COOPER UNION MUSEUM	ASTOR PLACE AND COOPER SQUARE
X Tuesday Apr. 22 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES  Topic: "Chinese Influence in American Design". Series conducted by Alice Pentlarge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.	MISS HELEN TSANG CHINESE DESIGNER	STATION WQXR
X Tuesday Apr. 22 & Wednesday Apr. 23	SYMPOSIUM ON ADVERTISING  "Getting Your Story to the Customer", a symposium on advertising. Admission gratis to members and Press. Non-members, \$5 for full conference; \$1 for each lecture. Further information: James O. Rice, BR. 9-6055.	CONSUMER MARKETING DIVISION, AMER. MANAGEMENT ASSOC.	ROOSEVELT HOTEL MADISON AT 45TH ST.
X Wednesday Apr. 23 7:00 P.M. & Thursday Apr. 24 9:15 A.M.- 5:00 P.M.	CONFERENCE ON WORK OPPORTUNITIES IN FIELD OF AMERICAN FASHION DESIGN  For list of speakers, reservations and admission costs, address: Mrs. Chase Going Woodhouse, Connecticut College, New London, Connecticut.	INSTITUTE OF WOMEN'S PROFESSIONAL RELATIONS	BILTMORE HOTEL VANDERBILT AT 43RD
X Tuesday Apr. 29 1:00 P.M. Luncheon 12:30	"American" "DESIGN AWARD" LUNCHEON "American"  4th annual "Design Award" Luncheon. Lord & Taylor recognizes the genius of American designers. Publicity: Bernice Maguire, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA PARK AVE. AT 50TH
X Tuesday Apr. 29 1:15 P.M. Luncheon	LUNCHEON FASHION SHOW "TRAVELERS CHEQUES"  Muriel Johnstone's "Fashions Expressly American in Travelers Cheques" winds up the Ritz Tuesday luncheon fashion showings. Bonwit Teller will feature these fashions exclusively in New York. Contact: Muriel Johnstone, CI. 5-7880.	MURIEL JOHNSTONE	RITZ CARLTON HOTEL OVAL ROOM



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Tuesday Apr. 29 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	<del>METROPOLITAN MUSEUM</del> RUTH KERR, CALF TANNERS ASSOC.	STATION WQXR
Topic: "If The Shoe Fits". Series conducted by Miss Alice Pentlarge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.			
Saturday May 3	KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KY.
Wednesday May 7 & Saturday May 10	SPRING HUNT MEET	RADNOR HUNT CLUB	CHESTERBROOK FARM BERWYN, PA.
14th annual Spring race meeting. May 7th feature: National Hunt Cup Steeplechase. May 10th feature: 14th running of Radnor Hunt Cup 4-mile timber race. Net proceeds to British War Relief.			
Monday May 12- June 7	OPENING OF BELMONT RACE MEET	WESTCHESTER RACING ASSOCIATION	ELMONT, L.I.
Monday May 12	OPENING OF FALL SHOE LINES	N.Y. QUALITY GROUP ST. LOUIS MFGS.	VANDERBILT HOTEL COMMODORE HOTEL
Monday May 12	"DEALER" SHOE FASHION SHOW	I. MILLER & SONS	LONG ISLAND CITY 43-10 23RD STREET
Publicity: Miriam Cooper, BR. 9-2000.			
Monday May 12 1:00 P.M. Luncheon	SHOE DEALER'S LUNCHEON	NEWTON ELKIN SHOE CO.	WALDORF ASTORIA EMPIRE ROOM
Dealers only. Contact: Paul Elkin, LO. 5-6569.			
Friday May 16- Saturday May 24	NATIONAL COTTON WEEK		
Campaign under direction of Dr. Murchison, Cotton-Textile Institute. Promotional plans in early April. Publicity: Baldwin, Beach & Mermey, MU. 4-1075.			
Week of May 19th	FUR CONSULTANT'S TRAINING COURSE	ASSOC. FUR COAT & TRIMMING MFGS., INC.	HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
Intensive 1-week fur consultant's training course following the lines of last year's successful program. Cost, \$35. For further information contact: Claire A. Wolff, LO. 5-5978.			
Monday May 19 10 P.M.	MAY BALL	BUNDLES FOR BRITAIN	WALDORF-ASTORIA GRAND BALLROOM
Proceeds to advance work in sending of surgical and medical supplies, warm clothing, etc. to war sufferers in Great Britain. Further details in later issue. Nat. Pres. Mrs. Wales Latham, PL. 5-5890.			



# IMPORTANT FIRST NIGHTS IN THE THEATRE, CINEMA AND NIGHT SPOTS

Tuesday  
Apr. 1 "WATCH ON THE RHINE" Martin Beck Theatre 302 West 45th St,  
New Lillian Hellman play about Anti-Hitler German. Costumes, Helène Pons.  
Publicity: Richard Maney, WI. 7-6939.

Wednesday  
Apr. 2 "YOUR LOVING SON" Little Theatre West 44th St.  
Abby Merchant comedy. Publicity: Richard Maney, WI. 7-6939.  
Postponed  
From 3/26

Thursday  
Apr. 3 "THAT HAMILTON WOMAN" (Cinema) Radio City Music Hall  
Alexander Korda production starring Vivien Leigh and Laurence Olivier.  
Costumes by René Hubert. Publicity: Tess Michael, BR. 9-7300.

Thursday  
Apr. 3 "POT O' GOLD" (Cinema) Roxy Theatre  
Pan-American Première of James Roosevelt film. Publicity: Tess Michael,  
BR. 9-7300.

Friday  
Apr. 4 "IT HAPPENS ON ICE" Center Theatre Radio City  
2nd Edition. Publicity: Glenn Allvine, CO. 5-4218.

Monday  
Apr. 7 RINGLING BROTHERS-BARNUM & BAILEY CIRCUS Madison Square Garden  
The circus comes to town. Publicity: Ringling Bros., CO. 5-6791.  
Postponed  
From 4/1

Tuesday  
Apr. 8 "THE TROJAN WOMEN" Experimental Theatre 234 West 44th St.  
Euripides revival- 1st offering of Experimental Theatre. Cast includes  
Dame May Whitty, Margaret Webster, Tamara Geva, etcetera. Dances staged  
by Felicia Sorel. Contact: Margaret Webster, CO. 5-6170.  
Matinée

Thursday  
Apr. 10 "THE NIGHT BEFORE CHRISTMAS" Morosco Theatre 217 West 45th St.  
Comedy by Laura and S. J. Perelman. Cast includes Phyllis Brooks.  
Publicity: Richard Maney, WI. 7-6939.

Thursday  
Apr. 10 GALA SPRING OPENING, RAINBOW ROOM 30 Rockefeller Plaza  
Matty Malneck's band alternating with Velero Sisters' Rhumba Band.  
Evening Chandra Kaly and his dancers; Mili Monti, singer; Walton & O'Rourke,  
Puppeteers. Private Benefit preview, Apr. 9. Publ. Ed. Seay, CI. 5-9000.

Friday  
Apr. 11 "THE GREAT LIE" (Cinema) Strand Theatre  
Bette Davis, Mary Astor. Costumes by Orry-Kelly.

## HOLIDAYS AHEAD

Apr. 1 APRIL FOOL'S DAY  
Apr. 7 ARMY DAY  
Apr. 13 EASTER SUNDAY  
Apr. 14 PAN-AMERICAN DAY  
Apr. 27 DAYLIGHT SAVING BEGINS  
May 11 MOTHER'S DAY  
May 30 MEMORIAL DAY  
June 14 FLAG DAY  
June 15 FATHER'S DAY  
June 21 FIRST DAY OF SUMMER

## RED LETTER WEEKS

Apr. 14-19 NATIONAL GARDEN WEEK  
Apr. 21-26 NATIONAL FOOT HEALTH WEEK  
Apr. 21-26 NATIONAL NOTIONS WEEK  
Apr. 26 NATIONAL FISHERMEN'S WEEK  
Apr. 27 NATIONAL BETTER HOMES WEEK  
Apr. 28 NATIONAL BABY WEEK  
May 10-17 NATIONAL GOLF WEEK  
May 16-24 NATIONAL COTTON WEEK  
May 24-31 NATIONAL TENNIS WEEK  
June 9-14 NAT. LUGGAGE & LEATHER GOODS WEEK